

# GNA

## Geosynthetic News Alerts

Media Kit for  
Geosynthetic News  
Alerts (GNA)

- **GNA – The Most Widely Read Online Geosynthetics Publication**  
*Time Sensitive Messaging for the Global Geosynthetics Industry*

# GNA Key Statistics\*



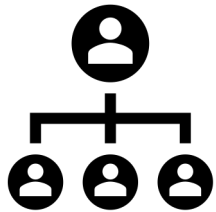
**42,700+**

Readership of key contacts  
in industry



**86.3%**

Read for new products and  
services



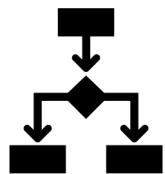
**72.5%**

Are owners, CEOs or  
upper management



**71.5%**

Open and read each issue



**78%**

Make or influence decisions



**100%**

Of those who open it read or  
looked at 6 or more posts

\*figures based on analysis of analytics from November 2021 issues

# With your subscription to GNA you will have access to key information about:



**5,000+**

**Geosynthetics projects & products**



**2100+**

**Companies** doing business in geosynthetics



**42,700+**

**Key contacts** related to companies and projects



**Analysis, Reports & News** about the global geosynthetics industry

# GNA can help promote and market your geosynthetic business with the following marketing solutions:

## MARKETING SOLUTIONS



Brand Awareness



Lead Generation



Content Marketing



Market Research

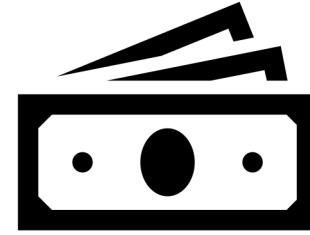


Events



Directories

# GNA Advertisement Rates:



Premium Headline News Item (in top 3 posts):	A\$500
Premium Employment Ad (in top 3 posts):	A\$300
News Item in the Body of Issue:	A\$250
Employment Ad at End of Issue:	A\$150
Special Feature (White paper):	A\$1500

*Also please note our posts and ad placements come with an Analytics Report showing who clicked on your specific post and their level of interest (based on number of times they clicked and/or forwarded).*

# Why Read GNA?

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Key topics that GNA covers includes (but are not limited to):

- Global trends and forecasts in geosynthetics
- Material innovations in geosynthetics
- Emerging products or technologies in geosynthetics
- Competitive landscape in geosynthetics
- New and emerging market trends in geosynthetics
- Business Intelligence for GNA Practitioners





**GNA**  
Geosynthetic News Alerts